

JUL 19 1943

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, JULY 19, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Appointed	HELENE LYOLENE HEADS FASHION DEPARTMENT	COOPER UNION	ASTOR PLACE AT COOPER SQUARE
	Helene Lyolene, famous Paris designer, recently with Hattie Carnegie and now associated with Madame et La Jeune Fille in this country, and also former faculty member of Columbia University Extension and Parson's School of Design, has just been appointed to head the department of fashion illustration and costume design in the Art School of Cooper Union. Lyolene continues to head the Custom Design Department of Mme. et La Jeune Fille and will show her new Fall collection there the early part of September.		Contact: AL. 4-6300.
Just Published	"THIS IS FASHION"	ELIZABETH BURRIS-MEYER	AT ALL BOOK STORES
	Mrs. Burris-Meyer, Dean of the Tobe-Coburn School for Fashion Careers, has written an excellent and complete picture of Fashion history, covering the facts and the personalities from Pharaoh till today. "This Is Fashion" makes good reading as well as a fine text book. Cost, \$6.00. Publisher: Harper & Bros.		
Saturdays Through Summer	HANSON CAB SERVICE	SAKS 34TH STREET	FROM GRAND CENTRAL TERMINAL TO SAKS 34TH STREET AND RETURN
10:00 A.M.- Noon	Four horse-drawn cabs, chauffeured by liveried drivers are proving popular with shoppers and commuters in novel gas-less service offered by this store. Publicity: Margaret Pierce, LA. 4-7000.		
Now Showing	FALL MILLINERY COLLECTION	ROSE SAPHIRE	501 MADISON AVENUE
	Press and Trade invited. Contact: Rose Saphire, WI. 2-4374.		
Now Showing	FALL MILLINERY COLLECTION	CASPER-DAVIS (OF CALIFORNIA)	15 WEST 39TH STREET
	The manufacturers of Warner Bros. "Studio Styles" and 20th Century-Fox "Movie Modes", announce the opening of their new season collection. For appointment, contact: Miss Bee, LO. 5-7145.		
Now Available	CHILDREN'S FASHION PUPPET SHOW	EVELYN WOOD	BOOKINGS NOW ACCEPTED
	Eight life-size marionettes of children, ranging from 1 to 10, featured in a puppet fashion show by Miss Evelyn Wood, child stylist and puppeteer. This novel unit is being booked in department stores throughout the country and will also be seen as entertaining window displays. First engagement to be seen at R. H. White, Boston department store, in a back-to-school promotion. Publicity: Irwin Shane, Publicity Features, 11 West 42nd Street, N.Y.C., LO. 5-5351.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing Through August 22	EXHIBIT OF BRITISH UTILITY CLOTHING The Museum's fourth in its series of war service exhibitions, this British Utility Clothing show presents the aspects of art in industry, as it has been affected by the war. On view, are latest models, fabrics, pictorial reports and a collection of Summer and Winter garments actually in use. These include designs by Britain's top-rank stylists. The exhibition will be available to organizations throughout the country after the showing at the Museum. For further information, write: British Information Services, Display Division, 9 Rockefeller Plaza, N.Y.C. Museum Publicity: Mrs. McGowan, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY EXHIBITION HALL
Monday July 19 2:30 P.M.	PRESS PREVIEW: FUR FASHIONS OF 1944 Private showing for the Press of advance fur fashions launching the 1944 season. Presentation includes fur and fur-trimmed Winter cloth coats, stressing both beauty and practicality. Included in the program will be a recruiting drive for all branches of the women's armed services. The most typical WAC, WAVE, Lady Marine, SPAAR and WAAF will be honored with scrolls. Refreshments will be served. By invitation. Publicity: Billie Gould, Bert Nevins, MU. 2-9085.	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON
Monday July 19- July 23	NEW YORK KEY DESIGN- ERS FALL COLLECTIONS 88 Fashion Editors over the country and New York have been invited by the New York Dress Institute during the week of July 19th, to attend the following 11 presentations of Fall collections, a cross section of the fashion market for Fall, shown by New York's key designers for the purpose of helping establish New York priority as a national fashion center. The climax will be a gala luncheon fashion show on the Roof of the Hotel Pierre on Friday, July 23rd at 12:30 P.M. The theme will be "100 Ways to Save Fabric." All of the exhibitors will participate in this final round-up. All events, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580. The following schedule has been announced:	NEW YORK DRESS INSTITUTE	INDIVIDUAL SHOWROOMS
	Monday, July 19, 2:30 P.M.--FOX-BROWNIE, 498 7th Avenue Tuesday, July 20, 10:30 A.M.--ANTHONY BLOTTA, 498 7th Avenue 2:30 P.M.--JO COPELAND (PATTULO MODES), 498 7th Avenue 4:00 P.M.--MAURICE RENTNER, 498 7th Avenue Wednesday, July 21, 10:30 A.M.--CLAREPOTTER (CHAS. NUDELMAN), 550 7th Ave. 2:30 P.M.--SAMUEL KASS, 498 7th Avenue 4:00 P.M.--BEN REIG, 498 7th Avenue Thursday, July 22, 10:30 A.M.--CLAIRE McCARDELL (TOWNLEY), 550 7th Avenue 2:30 P.M.--NETTIE ROSENSTEIN, 550 7th Avenue 4:00 P.M.--HATTIE CARNEGIE, 711 5th Avenue Friday, July 23, 10:30 A.M.--TRAINA-NORELL, 550 7th Avenue 12:30 P.M.--FASHION SHOW AT HOTEL PIERRE, ROOF		
Monday July 19- July 24	EXHIBITION OF WATER COLOR FASHION ILLUSTRATIONS Included are professional water color illustrations of pattern work and advertising art. On view from 9:00 A.M. to 9:30 P.M.; Saturdays until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY PENTHOUSE GALLERIES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 19- July 24	DALLAS FALL MARKET WEEK	DALLAS SPORTSWEAR MANUFACTURERS	FASHION & SPORTSWEAR CENTER, ADOLPHUS & BAKER HOTELS
	Dallas, one of the growing centers of fashion in the United States, is gaily carrying on its casual sportswear clothes creations despite wartime set backs. About 40 progressive fashion manufacturers in Dallas, combining sportswear, millinery, shoes and accessories, are pooling their Fall fashion collections in the leading hotels of the city and are inviting retail buyers from the surrounding country to come to the style center of the Southwest to see these comprehensive lines. The vitality of Texas and the charm and casualness of its free-and-easy spectator and active sports fashions make this a well-attended event. The city of Dallas itself, aware of its growing fashion interest, gets behind this Fall market display and makes life as agreeable as possible for store buyers and stylists who come to see and buy these spirited sports clothes.		
Monday July 19- July 31	OPA OKAYS UNRATIONALIZED ODD-LOT SHOE SALES	OFFICE OF PRICE ADMINISTRATION	WASHINGTON, D. C.
	To permit a clean-out of dealers' stocks of slow-selling shoes and odd sizes, shoe retailers are permitted a 2-week period of non-rationed shoe-selling. However, each retailer will be limited in the amount of shoes he can clear during this period by a percentage of his April 10th inventory.		
Tuesday July 20	FALL MILLINERY OPENING	CESAR RUBIO INC.	30 EAST 54TH STREET 2ND FLOOR
11:00 A.M.; 4:00 P.M.	This newcomer, a Mexican designer, will show his Autumn collection to the Press, 11:00 A.M., and to the Trade at 4:00 P.M. By invitation. Publicity: Leonard MacBain, BO. 3-3490.		
Wednesday July 21	MEMBERS' MONTHLY LUNCHEON	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
12:30 P.M. Luncheon	"The Professional Woman, Her Money, Her Budget, Taxes, Insurance and Her Financial Plans for the Future" will be discussed by Jacques W. Bacal, lawyer, budgeteer and financial advisor. Members may bring guests. Luncheon, \$1.65 (incl. tip). Contact: CI. 7-1734.		
Wednesday July 21	PRESS SHOW: "FASHIONS OF TWO WARS"	MARY LEWIS FOR SEARS ROEBUCK & CO.	WALDORF ASTORIA HOTEL JANSEN SUITE
4:00 P.M.	Mary Lewis will present the fashions of two wars, as culled from the Sears Roebuck Mail Order Catalogue. Press by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.		
Wednesday July 21	PUBLICATION DATE: "SELLING SPORTS- WEAR" ISSUE	WOMEN'S WEAR DAILY	8 EAST 13TH STREET
Thursday July 22 4:30 P.M.	PRESS PREVIEW: ARALAC FASHION SHOW	ARALAC INC.	NAT'L DAIRY PROD. CORP. SODA FOUNTAIN BAR 230 PARK AVENUE
	New developments in this synthetic fabric will be presented in an informal showing for the Fashion Press in the Sealtest Laboratory Kitchen of the National Dairy Products Corporation. By invitation only. Publicity: Elliott & Nelson, MU. 2-7430.		

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Saturday July 24 1:00 P.M.	TROUSSEAU MODES IN LUNCH-HOUR FASHION SHOW One of the Saturday series of quick lunch-hour fashion showings featuring trousseaux for the bumper crop of brides now planning to marry. Press and public invited. Publicity: Doris Bartnet, PE. 6-5100.	GIMBEL BROS.	B'WAY AT 33RD STREET 3RD FLOOR
Beginning Monday July 26	<u>OPENING DATES OF COLLEGE SHOPS IN NEW YORK AND METROPOLITAN STORES</u> Other stores' college shop openings will be announced as dates come in. <u>MONDAY, JULY 26</u> B. ALTMAN & CO., 5TH AT 34TH 3rd floor. Details later. Publ.: Faith Willcox, MU.9-7000. R. H. MACY & CO., HERALD SQUARE 3rd floor. No fashion show. Publ.: Kay Jones, CH. 4-2000.		<u>MONDAY, AUGUST 2 (Continued)</u> BLOOMINGDALE'S, LEXINGTON AT 59 No formal opening. Publicity: Karen Hollis, VO. 5-5900. GIMBEL BROS., B'WAY AT 33RD 3rd floor. Details later. Publ.: Doris Bartnet, PE. 6-5100.
	<u>FIRST WEEK IN AUGUST</u> OPPENHEIM COLLINS, 33 W. 34TH Details later. Publicity: Ruth Lebron, WI. 7-8200. RUSSEKS 5TH AVE., 390 5TH AVE. See page 6, item 1 for details. Publ.: Beatrice Castle, WI.7-1900.		<u>TUESDAY, AUGUST 3</u> SAKS 34TH ST., HERALD SQUARE 3rd fl. See page 5, item 4 for de- tails. Margaret Pierce, LA.4-7000.
	<u>MONDAY, AUGUST 2</u> LORD & TAYLOR, 424 5TH AVE. 5th floor. Details later. Eleanor Howard, WI. 7-3300. ABRAHAM & STRAUS, 420 FULTON ST. 3rd floor. Details later. Publ.: Emily Adamson, TR. 5-7200. DE PINNA, 650 5TH AVE. Details later. Publicity: Dorothy Coburn, VO. 5-4800. JAMES McCREERY, 5 W. 34TH ST. 4th floor. No formal opening. Publ.: Elsie Porcell, WI.7-7000.		<u>WEDNESDAY, AUGUST 4</u> ARNOLD CONSTABLE, 5TH AT 40TH 3rd fl. See page 5, item 5 for de- tails. Jeanne Pierre, CA.5-2300. <u>MONDAY, AUGUST 9</u> FRANKLIN SIMON, 414 5TH AVE. 3rd fl. Details later. Publ.: Mildred Kaldor, WI. 7-9600. FREDERICK LOESER, 484 FULTON ST. 2nd fl. Details later. Publ.: Rose Rulnick, TR. 5-8100. SAKS 5TH AVE., 611 5TH AVE., 7 fl. See page 6, item 3 for details. Eleanor Lambert, PL. 5-8580.
			<u>MONDAY, AUGUST 9</u> B. GERTZ, INC., JAMAICA, 3rd fl. See page 6, item 4 for details. Mr. Merahn, JA. 6-6800.
	<u>MONDAY, AUGUST 16 (Tentative)</u> MARY LEWIS, 638 5TH AVE. Details later. Contact: Miss Graham, CI. 7-4401.		

Monday 7/26-8/28	SARATOGA RACE MEET	SARATOGA RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
Tuesday July 27 3:00- 5:30 P.M.	PRESS OPENING: "FINE FABRICS SALON" News indeed, and a reflection on the tenor of the times, when Saks 5th Avenue, fine specialty shop, adds a "Yard Goods Department." These will be fine fabrics, in keeping with the "very Saks 5th Avenue" standard. Press opening by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	SEPARATE ENTRANCE 10 EAST 50TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 28	LUNCHEON SYMPOSIUM ON HAT PROMOTION	THE FASHION GROUP, INC. MILLINERY DIVISION	MADISON HOTEL MADISON AVE. AT 58TH ST.
12:30 P.M. Luncheon	"How to Merchandise Color in Hats Without Special Orders" will be the subject of discussion at a luncheon by the Millinery Division of the Fashion Group. It will present helpful data compiled by this organization for its members. Luncheon, \$1.75. Contact: CI. 7-1734.		

MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS

Wednesday July 28	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street & Smith) 1 EAST 57TH ST. Contact: Helen Valentine, Promotion Director, PL. 3-1030.	
Friday July 30	NEWSSTAND DATE: LADIES HOME JOURNAL COLLEGE ISSUE Contact: Fashion Department, CI. 7-0700.	1270 SIXTH AVENUE
Friday August 6	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) Contact: Albert Kornfeld, MO. 4-7500.	420 LEXINGTON AVE.
Friday August 6	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE Contact: Esther Lyman, WI. 2-2800.	572 MADISON AVENUE
Friday August 20	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE (Street & Smith) 79 SEVENTH AVENUE Contact: Lois Ullman, Promotion Manager, WA. 9-8070.	
Friday August 20	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE Teen-Age fashions and beauty issue. Contact: Elizabeth Ambrose, EL. 5-5200.	250 PARK AVENUE
Wednesday August 25	NEWSSTAND DATE: PARENTS' BACK-TO-SCHOOL ISSUE Contact: Mr. Oechener, CA. 5-6810.	52 VANDERBILT AVE.

Thursday July 29	REDY-CUT APPLIQUE FASHION SHOW AND COCKTAILS	RUZAK INDUSTRIES	RITZ CARLTON HOTEL CRYSTAL GARDENS
4:00- 6:00 P.M. Show At 4:30 P.M.	This show will introduce a new fashion item to representatives of country-wide stores and the Press. Called Redy-Cut Applique, it consists of felt trimmings which are likely to replace embroidery and handwork at this strategic time when the latter are almost unobtainable through lack of manpower. Redy-Cut is applied on all kinds of women's garments, accessories and home furnishings. New York stores tied in with Redy-Cut are B. Altman, Abraham & Straus, and L. Bamberger. Press and Trade are invited to this fashion show by invitation only. Publicity: Ann R. Silver Associates, MU. 2-8633.		
Tuesday August 3	PREVIEW OF COLLEGE FASHIONS	SAKS 34TH STREET	COLLEGE KNOWLEDGE SHOP 3RD FLOOR
3:30 P.M.	As a curtain-raiser to the college season, Saks 34th Street will preview its school collection for the Press and a selected list of guests. By invitation. Publicity: Margaret Pierce, LA. 4-7000.		
Wednesday August 4	COLLEGE PREVIEW	ARNOLD CONSTABLE	5TH AVE. AT 40TH STREET 3RD FLOOR
3:00 P.M.	Around-the-clock fashions for the co-ed are going to be modeled by members of the Arnold Constable College Board. Guests will include Press and a selected invitation list. Publicity: Jeanne Pierre, CA. 5-2300.		

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Thursday August 5 12:30 P.M. Luncheon	FASHION LUNCHEON: "AMERICA GOES TO SCHOOL, WORK AND WAR" This store will mark the opening of its College Shop, week of August 2nd, with a luncheon fashion show of school and career fashions. Open to public. Luncheon, \$2. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Plaza Publicity: Alma Zaiss, PL. 3-1740.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
Thursday August 5 4:00 P.M.	PRESS PARTY: "FOR WOMEN ONLY" Victory Garden Party, strictly for the distaff side of the Press, to see the latest version of the Success School which boasts the largest health bar in the world. Fashions by B. Altman & Co. will feature streamlined figures for L-85 styles. By invitation only. Publicity: Lenore Buehler, PL. 3-0700; Nora Gilbert, WA. 9-2300; Jane Ellis, PL. 3-8321.	RICHARD HUDNUT	DUBARRY SUCCESS SCHOOL 693 FIFTH AVENUE, 4 FL.
Beginning Monday August 9 Press Show, 3:00 P.M.	"CAMPUS WEEK" Saks Fifth Avenue will hold open house on 7th fl. at 3 P.M. on Aug. 9th for the Fashion Press to launch its Fall 1943 school collection. A floor-wide presentation of college styles is being featured in a special promotion to be called "Campus Week." Publ.: Eleanor Lambert, PL. 5-8580.	SAKS FIFTH AVENUE	611 FIFTH AVENUE
Monday August 9	COLLEGE SHOP OPENING Daily fashion show for Press and public, during entire week of opening. Time not yet scheduled. Publicity: Harold Merahn, JA. 6-6800.	B. GERTZ, INC.	JAMAICA
Wednesday August 18 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY SHOWING Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET

FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS
Admission to all showings strictly by invitation.

Wed., 8/25 3:00 P.M.	HATTIE CARNEGIE Custom Order Originals. By invitation only. Publ.: Joe Hughes, WI.2-2600.	42 EAST 49TH STREET
Mon., 8/30 5:30 P.M.	BERGDORF GOODMAN ORIGINALS Press preview. By invitation only. Publicity: Florence Neff, PL. 3-7300.	754 FIFTH AVENUE
Tues., 8/31 3:00 P.M.	JAY THORPE ORIGINALS Press preview. By invitation only. Publicity: Ruth Waltz, CI. 7-4300.	24 WEST 57TH STREET
Wed., 9/1 11:00 A.M.	MILGRIM'S Design Studio Originals from the Custom Order Department. Press preview, by invitation only. Publicity: Alice Lookstein, CI. 7-7200.	6 WEST 57TH STREET
Thurs., 9/2 3:00 P.M.	SAKS FIFTH AVENUE Press preview of Sophie Originals from the Salon Moderne. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	611 FIFTH AVENUE
Tues., 9/7 11:00 A.M.	BONWIT TELLER Fira Benenson's collection from the Salon de Couture. Press preview, by invitation. Publicity: June Clark, EL. 5-6800.	721 FIFTH AVENUE

Beginning Wednesday Sept. 1	A NEW CLEARING HOUSE FOR WOMEN'S NAVAL WOMEN'S NAVAL UNIFORMS UNIFORMS, INC. A new organization formed to facilitate the procurement, warehousing and sale of women's naval uniforms for the WAVES has been organized by a	NOT YET ANNOUNCED
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(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
group of six New York leading department stores. They are: Bloomingdale's, R. H. Macy, Saks Fifth Avenue, John Wanamaker, Abraham & Straus, Frederick Loeser, and William Filene's Sons, Boston. This does not include uniforms for the SPARS, issued under separate arrangement by the Coast Guard. Contact: Ira Markwett, Manager, MU. 2-7750 (temporary).			
Thursday Sept. 2 10:30 A.M.	PRESS PREVIEW: FALL FASHION ORIGINALS By invitation only.	HENRI BENDEL Publicity: Frances Anderson, CI. 7-1100.	10 WEST 57TH STREET
Monday 9/20-10/9	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
Tuesday October 5 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCH- EQN FASHION SHOW SERIES Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance at the Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM

OUT-OF-TOWN FASHION MARKET DATES

July 18-20....Pennsylvania Corset & Brassiere Caravan, Fall Showing at Penn Hotel, Pittsburgh.
 July 18-20....Detroit Apparel Show, Detroit Manufacturers, Statler Hotel, Detroit.
 July 18-21 & California Fall Millinery Openings, Los Angeles, Hollywood, San Francisco
 Aug. 1-4 Millinery Guilds in Los Angeles at Biltmore Hotel, July 18-21, and in
 San Francisco at Palace Hotel, August 1-4.
 July 18-28....St. Louis Fall Opening, Fashion Exhibitors of America, Statler Hotel.
 July 19-23 & Dallas Fashion & Sportswear Center, Dallas Fashion Association, Baker
 Oct. 11-14 and Adolphus Hotels.
 July 19-24....Atlanta Fall Market Week, Atlanta Manufacturers and Distributors Association, Atlanta, Georgia.
 July 21-22....2-Day Southeastern Regional Wartime Conference of the Bureau of Smaller
 Stores of the Nat'l Retail Dry Goods Assoc., Ansley Hotel, Atlanta, Ga.
 July 26-8/7...Fall Market Season, American Retailers' Association, St. Louis, Missouri.
 Week of 8/2...Interstate Merchants' Council, Chicago Association of Commerce, Merchandise Fair, Chicago.

<u>DATES AHEAD</u>			<u>RED LETTER WEEKS</u>		
Aug. 19	NATIONAL AVIATION DAY	(Thurs.)	Sept. 11-18	NATIONAL FELT HAT WEEK	
Sept. 6	LABOR DAY	(Mon.)	Sept. 13-18	CONSTITUTION WEEK	
Sept. 13	1ST DAY OF SCHOOL	(Mon.)	Sept. 19-25	NATIONAL DOG WEEK	
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)	Oct. 1-11	NATIONAL BRANDS WEEK	
Sept. 30	1ST DAY: JEWISH NEW YEAR	(Thurs.)*	Oct. 2-9	NATIONAL RETAIL FURNITURE WEEK	
Oct. 1	MOVING DAY	(Fri.)	Oct. 3-9	FIRE PREVENTION WEEK	
Oct. 9	JEWISH DAY OF ATONEMENT	(Sat.)	Oct. 3-9	NATIONAL LETTER WRITING WEEK	
Oct. 12	COLUMBUS DAY	(Tues.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK	
Oct. 27	NAVY DAY	(Wed.)	Oct. 10-17	NATIONAL WINE WEEK	
Oct. 31	HALLOWE'EN	(Sun.)	Oct. 11-17	BIBLE WEEK	
Nov. 2	ELECTION DAY	(Tues.)	Oct. 17-23	NATIONAL PHARMACY WEEK	
Nov. 11	ARMISTICE DAY	(Thurs.)	Oct. 24-31	NATIONAL APPLE WEEK	
Nov. 25	THANKSGIVING DAY	(Thurs.)	Oct. 31-11/6	GIRL SCOUT WEEK	

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Daily..... BOAT RIDES OFFER GAS-LESS WAYS TO SEE NEW YORK

Excursions 40-minute round-trip to Staten Island by ferry, over the Upper Bay.
3-hour boat excursion around Manhattan, operating twice daily from Pier I, The Battery or foot of West 42nd Street.
Ocean voyage via Rockaway Ferry from Sheepshead Bay to Rockaway Point, Breezy Point and back.
Battery-to-Bedloe's Island every hour to see Statue of Liberty.
All-the-way to Albany by Hudson River Day Line, from West 42nd Street or West 125th Street.

Friday..... PREMIERE: "APPOINTMENT IN BERLIN" (Movie) RIALTO THEATRE, 1481 BROADWAY

July 16 A story about the war, starring George Sanders and Marguerite Chapman. Filmed by Columbia. Publicity: Hortense Schorr, BR. 9-7900.

Beginning... COMING ATTRACTIONS AT STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM

Saturday Saturday, July 17--Concert by boy conductor, Lorin Maazel.

July 17 Wednesday, July 22--Josef Hofmann, pianist.

8:30 P.M. Saturday, July 24--Nathan Milstein, violinist.
Monday, July 26---Lily Pons, Metropolitan star. Conductor: Andre Kostelanetz.
Thursday, July 29--Yehudi Menuhin, violinist.
Publicity: Dorle Jarmel, CI. 7-6900.

Saturday... PREMIERE: "VICTORY THROUGH AIR POWER" (Movie) GLOBE THEATRE, 1555 BROADWAY

July 17 This is United Artists' great air picture by Walt Disney dramatizing Major Alexander de Seversky's book. A picture everyone has been awaiting. Publicity: Robin Harris, BR. 9-7300.

Wednesday... PREMIERE: "HERS TO HOLD" (Movie) CRITERION THEATRE, 1514 BROADWAY

July 21 Universal presents a timely war romance about a society girl who falls in love with a defense worker and goes to work in a war plant, too. Deanna Durbin is starred with Joseph Cotten. Miss Durbin's gowns by Adrian. Others by Vera West. Publicity: Al Horwits, CI. 7-7100.

Wednesday... PREMIERE: "STORMY WEATHER" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH STREET

July 21 An all-colored cast of leading entertainers in a song and dance picture presented by 20th Century Fox. All headline names in the entertainment world: Lena Horne, Bill Robinson, Nicholas Bros., Fats Waller, Cab Calloway. Costumes by Helen Rose. Publicity: Jeannette Sawyer, CI. 6-0950.

Friday..... PREMIERE: "THE CONSTANT NYMPH" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.

July 23 This is Warner Bros. romantic escapist movie of the one-time popular novel. It stars Joan Fontaine, Charles Boyer, Brenda Marshall, Alexis Smith and others. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.

Monday..... RETURN ENGAGEMENT: "ARMY, PLAY BY PLAY" MARTIN BECK THEATRE, 302 W. 45TH ST.

July 26 At the suggestion of Mayor LaGuardia, the hit all-soldier show "Army, Play By Play" will run for a limited engagement of two weeks. Receipts for the benefit of the Army Emergency Relief Fund. This is the play produced with the Second Service Command, under the sponsorship of Colonel Charles F.H. Johnson and producer John Golden, which brought in a gate of \$100,000 at the opening performance and is being shown to the public by popular demand. Tickets, \$1-\$3. Publicity: Bernard Simon, BR. 9-6996.

Wednesday... WORLD PREMIERE: "THIS IS THE ARMY" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND

July 28 This is the big much-awaited Warner's Technicolor army movie, produced on Broadway last year by Irving Berlin, featuring George Murphy, Charles Butterworth, George Tobias, Joan Leslie, Lt. Ronald Reagan, Una Merkel, and others. Fashions, by Orry-Kelly. Tickets for premiere, \$2.20-\$55. for Benefit of Army Emergency Relief. Publicity: Eva Siegel, CI. 6-1000.

Tuesday..... PREMIERE: "THE MERRY WIDOW" (Operetta) MAJESTIC THEATRE, 245 W. 44TH ST.

August 3 The New Opera Company's first production of the season is "The Merry Widow" starring Marta Eggerth and Jan Kiepura. Director of this popular operetta is Felix Brentano. Conductor, Robert Stoltz. Sets by Howard Bay. Hats and costumes by Walter Florell. Publicity: James Proctor, WI. 7-1093.